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ABSTRACT

This report presents results on the number of Maryland high school graduates who attend Howard Community College (HCC). The number of recent public high school graduates showing up at HCC increased from 384 (spring 1992 graduates) to 443 (spring 1997 graduates). HCC's share of the students who attend college in Maryland has ranged from 36-42% with no clear trend for the county. The number of graduates attending Maryland campuses full-time has increased from 229 (1994 graduates) to 313 (1997 graduates). HCC's share of these full-time students has ranged from 30-35%, with no clear trend over this period. The numbers of graduates attending Maryland campuses part-time has been small and there is some volatility in enrollment percents participating from year-to-year. HCC's share ranged from 70-81% of this group of part-time students. Other colleges that have been increasing their share of Howard County graduates faster than HCC over the five-year period were UMCP, St. Mary's, and Towson. HCC enrollment from these schools has increased by 14% over the five-year period, while the total number of graduates increased by 17%. Most graduates who attend college full-time go to HCC, followed by UMCP. Eighty percent of graduates who attend college part-time attend HCC. (VWC)

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ED 447 878

HOWARD COMMUNITY COLLEGE

HOWARD COUNTY PUBLIC HIGH SCHOOL GRADUATES AT MARYLAND CAMPUSES

MARKET SHARE OF IN-STATE STUDENTS:

- How many recent public high school graduates are showing up at HCC?
- What is HCC's share of the students who attend college in Maryland?
- How many public high school graduates, who attend Maryland campuses as full-time students, are showing up at HCC?
- How many public high school graduates, who attend Maryland campuses as part-time students, are attending HCC?

COMPETITORS:

- Where else do Howard County public school graduates go to college in Maryland?
- Where do Howard County public school graduates, who attend full-time, go to college in Maryland?
- Where do Howard County public school graduates, who attend part-time, go to college in Maryland?

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Office of Research & Planning
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MARKET SHARE: HOWARD COUNTY PUBLIC HIGH SCHOOL GRADUATES ATTENDING MARYLAND CAMPUSES

The ability to track students from high school to colleges in Maryland and to study the trends in their choices provides a unique opportunity to examine HCC's share of this important market category. Because the data are for the entire year after high school graduation and because all colleges in Maryland must then submit their enrollment files, the trends do not reflect the current year or the most recent year. Despite this lack of the most recent enrollment experience, the ability to obtain trend data from surrounding community colleges and the four year campuses in Maryland provides unique, comparative information and should be carefully analyzed.

HCC received 40% of the Spring 1997 Howard County public high school graduates, who went to college in Maryland (the denominator equals those who attended campuses in Maryland). In that year HCC also received 20% of all high school graduates (the denominator in that case equals graduates who did not go to any college, who went to out-of-state colleges and those who went to Maryland colleges). The total number of recent high school graduates (Spring 1997) attending HCC during academic year 1997/98 was 443.

MARKET SHARE OF IN-STATE STUDENTS:

Table 1A:
How many recent public high school graduates are showing up at HCC? What is HCC's share of the students who attend college in Maryland? The number of these students increased from 384 (Spring 1992 graduates) to 443 (Spring 1997 graduates). HCC's share has ranged from 36% to 42% with no clear trend for the county. This market share has, however, varied by high school, with a high of 53% in 1997 from Hammond, to a low of 27% from Centennial.

Table 1B:
How many public high school graduates, who attend Maryland campuses as <u>full-time</u> students, are showing up at HCC? The number of graduates attending full-time, has increased from 229 for 1994 graduates to 313 for the 1997 graduates. HCC's share of these full-time students has ranged from 30% to 35%, with no clear trend over this period.

Table 1C:
How many public high school graduates, who attend Maryland campuses as <u>part-time</u> students, are attending HCC? The numbers of these students has been small (less than 150 students per year) and there is some volatility in enrollment percents participating from year-to-year. HCC's share ranged from 70% to 81% of this group of part-time students.

COMPETITORS:

Table 2A:
Where else do Howard County public school graduates go to college in Maryland? One of the most valuable uses of these data are the ability to track not only HCC enrollment, but to examine the trends at surrounding community colleges and four year campuses in Maryland. Campuses that have been growing their share of Howard County graduates faster than HCC over the five year period were UMCP (+49%), St. Mary's (+73%) and Towson (+65%). Catonsville Community College has experienced a significant loss of students and market share from Howard County public high schools. HCC enrollment from these schools has increased by 14% over the five year period, while the total number of graduates increased by 17%.

Table 2B:
Where do Howard County public school graduates, who attend <u>full-time</u>, go to college in Maryland? Most go to HCC (33%), followed by UMCP (26%). The fastest growing full-time enrollments are at St. Mary's (+73%), Towson (+68%), and UMCP (+49%). HCC's growth in this category was 15%.

Table 2C:
Where do Howard County public school graduates, who attend <u>part-time</u>, go to college in Maryland? Eighty percent attend HCC . Another 12% attend Catonsville Community College. This category has shown an 11% growth in the 5 year period at HCC and almost no growth or negative growth at the other campuses in Maryland.

Table 1A

Howard Community College's Share of High School Graduates

(One Year After Graduation)

TOTAL Attendance at a Maryland Campus

School	92 Grads	93 Grads	94 Grads	95 Grads	96 Grads	97 Grads
Atholton						
HCC	58	58	44	63	61	65
Other Campuses in Maryland	61	62	64	67	90	93
Total Graduates at Maryland Campuses	119	120	108	130	151	158
% of In-State Students at HCC	49%	48%	41%	48%	40%	41%
Centennial						
HCC	41	37	43	45	59	42
Other Campuses in Maryland	94	91	91	96	112	111
Total Graduates at Maryland Campuses	135	128	134	141	171	153
% of In-State Students at HCC	30%	29%	32%	32%	35%	27%
Glenelg						
HCC	37	47	37	50	51	64
Other Campuses in Maryland	46	68	84	65	64	61
Total Graduates at Maryland Campuses	83	115	121	115	115	125
% of In-State Students at HCC	45%	41%	31%	43%	44%	51%
Hammond						
HCC	45	50	52	50	52	71
Other Campuses in Maryland	46	58	73	56	74	62
Total Graduates at Maryland Campuses	91	108	125	106	126	133
% of In-State Students at HCC	49%	46%	42%	47%	41%	53%
Howard						
HCC	45	62	41	56	53	53
Other Campuses in Maryland	75	69	72	77	105	99
Total Graduates at Maryland Campuses	120	131	113	133	158	152
% of In-State Students at HCC	38%	47%	36%	42%	34%	35%
Mt. Hebron						
HCC	45	42	44	34	46	43
Other Campuses in Maryland	97	89	102	107	131	116
Total Graduates at Maryland Campuses	142	131	146	141	177	159
% of In-State Students at HCC	32%	32%	30%	24%	26%	27%
Oakland Mills						
HCC	60	53	48	50	44	48
Other Campuses in Maryland	68	80	57	75	61	68
Total Graduates at Maryland Campuses	128	133	105	125	105	116
% of In-State Students at HCC	47%	40%	46%	40%	42%	41%
River Hill						
HCC						1
Other Campuses in Maryland						1
Total Graduates at Maryland Campuses						2
% of In-State Students at HCC						50%
Wilde Lake						
HCC	53	40	29	43	53	57
Other Campuses in Maryland	48	42	47	36	55	56
Total Graduates at Maryland Campuses	101	82	76	79	108	113
% of In-State Students at HCC	52%	49%	38%	54%	49%	50%
TOTAL all Public High Schools						
HCC	384	389	338	391	419	443
Other Campuses in Maryland	535	559	590	579	692	668
Total Graduates at Maryland Campuses	919	948	928	970	1111	1111
% of In-State Students at HCC	42%	41%	36%	40%	38%	40%

NOTE: Derived from MHEC's Maryland Student Outcome and Achievement Report of High School Graduates

Table 1B

Howard Community College's Share of High School Graduates

(One Year After Graduation)

FULL-TIME Attendance at a Maryland Campus

School	92 Grads	93 Grads	94 Grads	95 Grads	96 Grads	97 Grads
Atholton						
HCC	37	44	27	37	42	37
Other Campuses in Maryland	57	59	57	63	84	91
Total Graduates at Maryland Campuses	94	103	84	100	126	128
% of In-State Students at HCC	39%	43%	32%	37%	33%	29%
Centennial						
HCC	31	23	27	26	44	31
Other Campuses in Maryland	90	86	87	92	107	106
Total Graduates at Maryland Campuses	121	109	114	118	151	137
% of In-State Students at HCC	26%	21%	24%	22%	29%	23%
Glenelg						
HCC	19	35	28	35	38	47
Other Campuses in Maryland	40	63	79	60	61	57
Total Graduates at Maryland Campuses	59	98	107	95	99	104
% of In-State Students at HCC	32%	36%	26%	37%	38%	45%
Hammond						
HCC	26	33	37	37	38	54
Other Campuses in Maryland	41	55	69	53	72	60
Total Graduates at Maryland Campuses	67	88	106	90	110	114
% of In-State Students at HCC	39%	38%	35%	41%	35%	47%
Howard						
HCC	25	46	30	30	37	37
Other Campuses in Maryland	71	58	65	70	96	89
Total Graduates at Maryland Campuses	96	104	95	100	133	126
% of In-State Students at HCC	26%	44%	32%	30%	28%	29%
Mt. Hebron						
HCC	31	27	30	19	38	34
Other Campuses in Maryland	92	80	93	100	122	107
Total Graduates at Maryland Campuses	123	107	123	119	160	141
% of In-State Students at HCC	25%	25%	24%	16%	24%	24%
Oakland Mills						
HCC	36	39	32	40	26	37
Other Campuses in Maryland	64	75	51	69	54	65
Total Graduates at Maryland Campuses	100	114	83	109	80	102
% of In-State Students at HCC	36%	34%	39%	37%	33%	36%
River Hill						
HCC						0
Other Campuses in Maryland						1
Total Graduates at Maryland Campuses						1
% of In-State Students at HCC						0%
Wilde Lake						
HCC	35	24	18	27	36	36
Other Campuses in Maryland	46	38	43	34	53	55
Total Graduates at Maryland Campuses	81	62	61	61	89	91
% of In-State Students at HCC	43%	39%	30%	44%	40%	40%
TOTAL all Public High Schools						
HCC	240	271	229	251	299	313
Other Campuses in Maryland	501	514	544	541	649	631
Total Graduates at Maryland Campuses	741	785	773	792	948	944
% of In-State Students at HCC	32%	35%	30%	32%	32%	33%

NOTE: Derived from MHEC's Maryland Student Outcome and Achievement Report of High School Graduates

Table 1C

Howard Community College's Share of High School Graduates

(One Year After Graduation)

PART-TIME Attendance at a Maryland Campus

School	92 Grads	93 Grads	94 Grads	95 Grads	96 Grads	97 Grad
Atholton						
HCC	21	14	17	26	19	28
Other Campuses in Maryland	4	3	7	4	6	2
Total Graduates at Maryland Campuses	25	17	24	30	25	30
% of In-State Students at HCC	84%	82%	71%	87%	76%	93%
Centennial						
HCC	10	14	16	19	15	11
Other Campuses in Maryland	4	5	4	4	5	5
Total Graduates at Maryland Campuses	14	19	20	23	20	16
% of In-State Students at HCC	71%	74%	80%	83%	75%	69%
Glenelg						
HCC	18	12	9	15	13	17
Other Campuses in Maryland	6	5	5	5	3	4
Total Graduates at Maryland Campuses	24	17	14	20	16	21
% of In-State Students at HCC	75%	71%	64%	75%	81%	81%
Hammond						
HCC	19	17	15	13	14	17
Other Campuses in Maryland	5	3	4	3	2	2
Total Graduates at Maryland Campuses	24	20	19	16	16	19
% of In-State Students at HCC	79%	85%	79%	81%	88%	89%
Howard						
HCC	20	16	11	26	16	16
Other Campuses in Maryland	4	11	7	7	9	10
Total Graduates at Maryland Campuses	24	27	18	33	25	26
% of In-State Students at HCC	83%	59%	61%	79%	64%	62%
Mt. Hebron						
HCC	14	15	14	15	8	9
Other Campuses in Maryland	5	9	9	7	9	9
Total Graduates at Maryland Campuses	19	24	23	22	17	18
% of In-State Students at HCC	74%	63%	61%	68%	47%	50%
Oakland Mills						
HCC	24	14	16	10	18	11
Other Campuses in Maryland	4	5	6	6	7	3
Total Graduates at Maryland Campuses	28	19	22	16	25	14
% of In-State Students at HCC	86%	74%	73%	63%	72%	79%
River Hill						
HCC						1
Other Campuses in Maryland						0
Total Graduates at Maryland Campuses						1
% of In-State Students at HCC						100%
Wilde Lake						
HCC	18	16	11	16	17	21
Other Campuses in Maryland	2	4	4	2	2	1
Total Graduates at Maryland Campuses	20	20	15	18	19	22
% of In-State Students at HCC	90%	80%	73%	89%	89%	95%
TOTAL all Public High Schools						
HCC	144	118	109	140	120	130
Other Campuses in Maryland	34	45	46	38	43	36
Total Graduates at Maryland Campuses	178	163	155	178	163	167
% of In-State Students at HCC	81%	72%	70%	79%	74%	78%

NOTE: Derived from MHEC's Maryland Student Outcome and Achievement Report of High School Graduates

Table 2A

High School Graduates from Howard County

(One Year After Graduating from High School)

TOTAL Attendance at a Maryland Campus

College Campus:	93 Grad	94 Grad	95 Grad	96 Grad	97 Grad	% of Total	% Change 93-97
Anne Arundel Community College	1	1	3	3	1	0%	0%
Baltimore City CC	0	0	0	3	0	0%	
Carroll Community College	4	1	1	3	0	0%	-100%
Catonsville Community College	96	86	78	88	65	6%	-32%
Chesapeake College	0	0	0	1	0	0%	
Dundalk Community College	0	0	0	0	3	0%	
Garrett Community College	0	0	0	0	2	0%	
Harford Community College	1	0	0	1	0	0%	-100%
Howard Community College	389	338	391	419	444	40%	14%
Montgomery College-All Campuses	7	13	7	7	14	1%	100%
Prince George's Community College	2	1	1	1	3	0%	50%
Wor-Wic	0	0	0	0	0	0%	
Bowie State University	3	6	6	2	4	0%	33%
Coppin State College	0	0	4	9	4	0%	
Frostburg State University	39	35	25	49	37	3%	-5%
Salisbury State University	35	24	21	22	38	3%	9%
Towson State University	51	68	68	99	84	8%	65%
UMBC	70	71	79	103	72	6%	3%
UMCP	164	184	201	182	245	22%	49%
UMES	11	3	6	5	3	0%	-73%
Morgan State University	11	11	11	20	13	1%	18%
St Mary's College of MD	11	19	17	29	19	2%	73%
Capital College	0	1	2	1	1	0%	
Goucher College	4	4	3	1	2	0%	-50%
Hood College	2	2	0	2	3	0%	50%
Johns Hopkins University	7	9	6	8	7	1%	0%
Loyola College	10	11	4	11	12	1%	20%
Maryland Institute College of Art	4	3	0	4	1	0%	-75%
Mt. St. Mary's College	6	8	7	14	6	1%	0%
College of Notre Dame of MD	4	3	4	3	2	0%	-50%
Peabody Institute of the JHU	2	1	2	0	0	0%	-100%
St. John's College	0	3	0	0	0	0%	
Villa Julie College	1	4	1	7	6	1%	500%
Washington College	2	4	4	3	4	0%	100%
Western Maryland College	12	14	18	10	16	1%	33%
TOTAL	949	928	970	1111	1111	100%	17%

NOTE: Derived from MHEC's Maryland Student Outcome and Achievement Report of High School Graduates

Table 2B

High School Graduates from Howard County

(One Year After Graduating from High School)

FULL-TIME Attendance at a Maryland Campus

College Campus:	93 Grad	94 Grad	95 Grad	96 Grad	97 Grad	% of Total	% Change 93-97
Anne Arundel Community College	0	1	2	0	1	0%	
Baltimore City CC	0	0	0	0	0	0%	
Carroll Community College	3	1	1	1	0	0%	-100%
Catonsville Community College	68	58	55	71	45	5%	-34%
Chesapeake College	0	0	0	0	0	0%	
Dundalk Community College	0	0	0	0	0	0%	
Garrett Community College	0	0	0	0	1	0%	
Harford Community College	0	0	0	1	0	0%	
Howard Community College	271	229	251	299	313	33%	15%
Montgomery College-All Campuses	2	3	2	0	6	1%	200%
Prince George's Community College	0	1	0	1	2	0%	
Wor-Wic	0	0	0	0	0	0%	
Bowie State University	3	6	6	1	4	0%	33%
Coppin State College	0	0	4	9	4	0%	
Frostburg State University	39	35	25	49	37	4%	-5%
Salisbury State University	35	24	21	22	38	4%	9%
Towson State University	50	66	67	98	84	9%	68%
UMBC	68	68	77	100	72	8%	6%
UMCP	162	183	198	182	242	26%	49%
UMES	10	3	6	5	3	0%	-70%
Morgan State University	11	10	11	20	13	1%	18%
St Mary's College of MD	11	19	17	29	19	2%	73%
Capital College	0	1	0	1	1	0%	
Goucher College	3	4	3	1	2	0%	-33%
Hood College	2	2	0	2	3	0%	50%
Johns Hopkins University	7	9	6	8	7	1%	0%
Loyola College	9	11	4	10	12	1%	33%
Maryland Institute College of Art	4	3	0	4	1	0%	-75%
Mt. St. Mary's College	6	8	7	12	6	1%	0%
College of Notre Dame of MD	4	3	4	3	2	0%	-50%
Peabody Institute of the JHU	2	1	2	0	0	0%	-100%
St. John's College	0	3	0	0	0	0%	
Villa Julie College	1	3	1	6	6	1%	500%
Washington College	2	4	4	3	4	0%	100%
Western Maryland College	12	14	18	10	16	2%	33%
TOTAL	785	773	792	948	944	100%	21%

NOTE: Derived from MHEC's Maryland Student Outcome and Achievement Report of High School Graduates

Table 2C

High School Graduates from Howard County

(One Year After Graduating from High School)

PART-TIME Attendance at a Maryland Campus

College Campus:	93 Grad	94 Grad	95 Grad	96 Grad	97 Grad	% of Total	% Change 93-97
Anne Arundel Community College	1	0	1	3	0	0%	-100%
Baltimore City CC	0	0	0	3	0	0%	
Carroll Community College	1	0	0	2	0	0%	-100%
Catonsville Community College	28	28	23	17	20	12%	-29%
Chesapeake College	0	0	0	1	0	0%	
Dundalk Community College	0	0	0	0	3	2%	
Garrett Community College	0	0	0	0	1	1%	
Harford Community College	1	0	0	0	0	0%	-100%
Howard Community College	118	109	140	120	131	78%	11%
Montgomery College-All Campuses	5	10	5	7	8	5%	60%
Prince George's Community College	2	0	1	0	1	1%	-50%
Wor-Wic	0	0	0	1	0	0%	
Bowie State University	0	0	0	1	0	0%	
Coppin State College	0	0	0	0	0	0%	
Frostburg State University	0	0	0	0	0	0%	
Salisbury State University	0	0	0	0	0	0%	
Towson State University	1	2	1	1	0	0%	-100%
UMBC	2	3	2	3	0	0%	-100%
UMCP	2	1	3	0	3	2%	50%
UMES	1	0	0	0	0	0%	-100%
Morgan State University	0	1	0	0	0	0%	
St Mary's College of MD	0	0	0	0	0	0%	
Capital College	0	0	2	0	0	0%	
Goucher College	1	0	0	0	0	0%	-100%
Hood College	0	0	0	0	0	0%	
Johns Hopkins University	0	0	0	0	0	0%	
Loyola College	1	0	0	1	0	0%	-100%
Maryland Institute College of Art	0	0	0	0	0	0%	
Mt. St. Mary's College	0	0	0	2	0	0%	
College of Notre Dame of MD	0	0	0	0	0	0%	
Peabody Institute of the JHU	0	0	0	0	0	0%	
St. John's College	0	0	0	0	0	0%	
Villa Julie College	0	1	0	1	0	0%	
Washington College	0	0	0	0	0	0%	
Western Maryland College	0	0	0	0	0	0%	
TOTAL	164	155	178	163	167	100%	2%

NOTE: Derived from MHEC's Maryland Student Outcome and Achievement Report of High School Graduates